Business Administration

College of Business

University of Wisconsin
Eau Claire

The Power of AND
Business Administration

The business administration program prepares students for success through a curriculum that includes a strong liberal education core, and major-specific coursework that provides a broad overview of business. The program also helps students develop communication, teamwork, and problem solving skills, which are highly valued by employers.

The business administration major is the only College of Business major that requires a minor or certificate. Popular choices include communications, math, music, political science, psychology, and Spanish. This major is not available as part of a double major combination with any other business major.

Graduates find employment in a variety of industries and organizations.

Business Core*

- Acct 201 Principles of Accounting I
- Bcom 206 Business Writing*
- Bcom 207 Business Presentations*
- Bsad 300 Diversity in the Workplace
- Bsad 305 Legal and Regulatory Environment
- Fin 320 Principles of Finance
- IS 240 Information Systems in Business
- Mgmt 340 Organizational Behavior
- Mgmt 341 Operations Management
- Mktg 330 Principles of Marketing
- Mgmt 449 Strategic Management in a Global Business Environment

Required Accounting course (three credits)*

- Acct 312 Managerial Accounting

BSAD Electives (minimum of six credits from the following)*

- Bcom 306 Advanced Business Writing
- Bcom 307 Advanced Business Presentations
- Bcom 405 Advanced Business Communications
- Bsad 180 Foundations for Success in Business
- Bsad 306 Business Law
- Fin 325 International Financial Management
- Hcad 101 Introduction to Health Services Administration
- IS 455 Project Management
- Mgmt 200 Developing the Leader Within You
- Mgmt 343 Supply Chain Management
- Mgmt 344 Quantitative Methods for Management and Operations
- Mgmt 345 Managing Global Organizations
- Mgmt 347 Risk Management and Insurance
- Mgmt 349 Human Resource Management
- Mgmt 371 Introduction to Entrepreneurship
- Mgmt 441 Service Operations Management
- Mgmt 442 Production Planning and Control
- Mgmt 445 Compensation Theory and Administration
- Mgmt 446 Advanced Organizational Behavior
- Mgmt 455 Industrial Relations
- Mgmt 494 Topics in Leadership
- Mktg 332 Marketing Communications and Promotion Analysis
- Mktg 334 Marketing Research
- Mktg 335 International Marketing
- Mktg 336 Business Logistics Management
- Mktg 337 Professional Selling
- Mktg 338 Marketing Analytics and Technology
- Mktg 425 Marketing in Service Organizations
- Mktg 432 Retail Management
- Mktg 433 Sales Management
- Mktg 490 Advanced Sales Topics

Student Professional Development Program*

Four required workshops covering topics such as career planning, professional image, interviewing, etiquette, and networking.

*See the university catalog for course requirements and restrictions.

Questions? Contact
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